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Modified PTO/SB/17 (01-03)
Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 180.00

Application Number	10/748,870
Filing Date	December 29, 2003
First Named Inventor	Jeffrey A. DEAN
Examiner Name	Wilson W. Tsui
Art Unit	2178
Attorney Docket No.	Google-35APP (GP-090-00-US)

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number 50-1049

Deposit Account Name Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) due in connection with the filing submitted herewith

☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1000	500	Utility fee	
430	215	Design fee	
660	330	Plant fee	
1400	700	Reissue fee	
200	100	Provisional fee	
SUBTOTAL (1)			(\$) 0.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims -20** = X =
Independent Claims -3** = X =
Multiple Dependent =

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	**Reissue independent claims over original patent
1205	50	2205	25	**Reissue claims in excess of 20 and over original patent

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 450	2252 225	Extension for reply within second month	
1253 1,020	2253 510	Extension for reply within third month	
1254 1,590	2254 795	Extension for reply within fourth month	
1255 2,160	2255 1,080	Extension for reply within fifth month	
1401 500	2401 250	Notice of Appeal	
1402 500	2402 250	Filing a brief in support of an appeal	
1403 1,000	2403 500	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 500	2452 250	Petition to revive - unavoidable	
1453 1,500	2453 750	Petition to revive - unintentional	
1501 1,400	2501 700	Utility issue fee (or reissue)	
1502 800	2502 400	Design issue fee	
1503 1,100	2503 550	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	180.00
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			
SUBTOTAL (3)			(\$) 180.00

SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	October 10, 2006		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicant: **Jeffrey A. DEAN et al.**

Serial No.: **10/748,870**

Filing Date: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Wilson W. Tsui**

Group Art Unit: **2178**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

SUBMISSION OF INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

10/18/2006 MBELETE1 00000042 10748870

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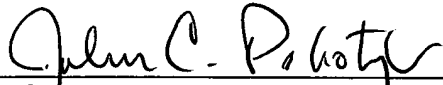
180.00 DP

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application. /

Since the final Office Action has not yet been mailed, and since the fee of \$180.00 is filed herewith, this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c) (2).

Respectfully submitted,

October 10, 2006




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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **October 10, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



John C. Pokotylo

36,242
Reg. No.

U.S. Department of Commerce
Patent and Trademark Office

Application Number: **10/748,870**
Filing Date: **December 29, 2003**
First Named Inventor: **Jeffrey A. DEAN**
Group Art Unit: **2178**
Examiner Name: **Wilson W. Tsui**
Attorney Docket No.: **Google-35APP (GP-090-00-US)**

(use as many sheets as necessary)

OCT 16 2006

Sheet	1	of	2
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Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
	AR	WO 03/005151	01-16-2003	AMAZON. COM HOLDINGS, INC.		
	AS	WO 01/46870	06-28-2001	AMAZON.COM, INC.		
	AT	JP 11 053392	02-26-1999	TOSHIBA CORP.		

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number: 10/748,870 Filing Date: December 29, 2003 First Named Inventor: Jeffrey A. DEAN Group Art Unit: 2178 Examiner Name: Wilson W. Tsui	
Sheet	2	of	2
		Attorney Docket No.: Google-35APP (GP-090-00-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AU	Supplementary European Search Report to EPO Application No. 04 71 5709	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.